



SOUVENIR PROGRAM
Valley of the Moon

14th ANNUAL

VINTAGE
FESTIVAL

SEPT. 23, 24, 25, 1960

SONOMA, CALIFORNIA

Where the Valley Grape Vines are Entwined
with a Rich History of Romance and Fine Living



SPECIAL EVENTS

PAGEANT
PARADES
VISITS TO WINERIES
MUSIC
FLOWER SHOW
ART EXHIBITS
HISTORICAL DISPLAYS
GAMES AT THE PLAZA
DANCING
FUN FOR ALL
HANDICRAFTS

SALUD, LA FIESTA DE VENDIMIA!



. . . and may we add, our very warm congratulations to the public-spirited men and women of this historic Valley of the Moon for their unselfish toil in keeping alive the colorful traditions of California's glamorous past.



To some, perhaps, the attitude of the merchant spectator toward this pleasing review of the community's memoirs, may seem detached and apart. However, we cannot console such possible impression with the thrill we feel in sharing with Sonomans, as best we may, the spirit of the occasion.

The pageantry of the Fiesta is a happy recall of the fascinating lore of people and episodes which lets us all share something of the romance of that past era.

Because a part of Sonoma's vintage history was made on the site occupied by our Sonoma store . . . once the Cerutti winery, later operated by Hanns Kornell . . . we are proud to be inheritors of a part of Old Sonoma. With equal pride, and in our role as a merchant, we will always be pleased to present a generous share of Sonoma's great wines in our yearly purchase of more than one million gallons of California wine.

Safeway Stores, Incorporated

In Sonoma you will find us
at
477 W. Napa Street
Alvin Jones, Manager

Fourteenth Annual



Friday - Saturday - Sunday
September 23, 24, 25, 1960

SONOMA, CALIFORNIA



Gracias, Podner!

Like any other community enterprise, the Vintage Festival is as good as the team that puts it together, as rewarding as the spirit that animates that team.

If we may proceed from that premise—and I think we may—then this year's Festival should measure up, for we have been fortunate in the number of talented and public-spirited citizens participating.

To make the situation still better, we have witnessed a productive alliance between some of those who created and directed the modern Festival back in the forties and some who came along more recently to fall under its magic spell.

Whether old-timers or newcomers (as the saying goes), and whether captain or subaltern in rank, a good many have contributed to the end result. I am tempted to try to name them. I've made up a list a column long. Only to realize that it can't be done.

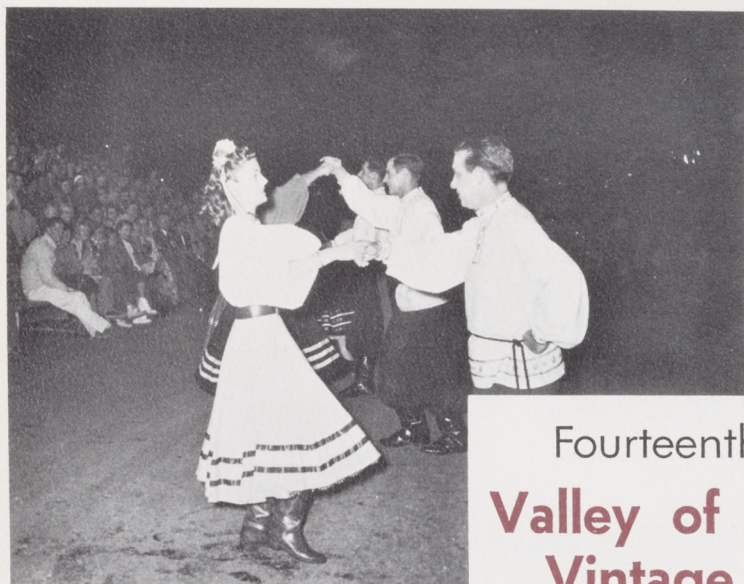
You will find some among the lists of officers, directors and committeemen. You will find some in the "dramatis personae"—including singers, dancers, soldiers, Indians, plus technicians and stage crew.

But there are a few hundred more that have done

their part—our newspapers, state, city and county fathers, the Chamber of Commerce and other civic-minded organizations; merchants who have contributed their windows to help recreate the atmosphere of yesterday; dedicated men and women of artistic taste who have given the scene a brighter look; those four wonderful gals who last spring let us troop 600 paying guests through their homes to pour working funds into the till; the perceptive merchants who recognized this souvenir program as a worthwhile advertising medium (including some crowded out for want of space. These are good people to do business with, if we may here introduce a non-singing commercial).

But there are a few I've just got to mention, whether or no. Lois McVeigh and Gertrude Lancelle at the Chamber of Commerce; Mrs. Leonard Duggan, Mrs. Ruth Norberg, Mrs. Maytie Todd and Mrs. Robert Parmelee, my volunteer secretaries. These half dozen ladies I just couldn't have got along without. To them, and to all the rest, and to you who have bought this program, I say: Thanks, podners!

E. A. W.



Fourteenth Annual Valley of the Moon Vintage Festival

September 23, 24 and 25, 1960

THE PROGRAM

FRIDAY, SEPTEMBER 23

- 8 p. m.—Vintage Festival Pageant at the Mission
- 9 to 1—Vintage Festival Costume Ball

SATURDAY, SEPTEMBER 24

- 10:30 a. m.—Blessing of the Grapes—Traditional Ceremony at the Mission
- 11:30 a. m.—Dedication of Sebastiani vineyard, first in Sonoma Valley, as Historical State Landmark No. 739
- 2:30 p. m.—Dedication of Jack London Historical State Park (California Historical Landmark 743) at Glen Ellen
- 4 p. m.—Musical Production: "Down Through the Years," presented by Sonoma Valley Community Chorus at the Plaza Amphitheater
- 8 p. m.—Vintage Festival Pageant at the Mission
- 8:30 p. m.—Teeners' Dance ("The Temporaries") at Veterans' Memorial Auditorium
- 9 p. m.—La Fiesta Dance (Rod McCauley's Orchestra) in Eagles Hall

SUNDAY, SEPTEMBER 25

- 1 to 5 p. m.—Folk Dancing by the "The Swingers" and Exhibition Dancing on the Green
- 1:15 p. m.—Children's Parade
- 2:15 p. m.—Petaluma Band Concert in Plaza
- 4 p. m.—Musical Production: "Down Through the Years," presented by Sonoma Valley Community Chorus at the Plaza Amphitheater

Saturday and Sunday

At the Community Center:

- Art Exhibit
- Flower Show
- Country Store
- Outdoor Barbecue

Adjoining Ruggles Store and in Mrs. West's patio back of Adobe Drug: Outdoor Art Exhibit

In the Plaza: The new Fiesta Way and the Junior Fiesta

Historical Buildings Open:

- The Last of the Missions
- The Vallejo Home and Museum
- Historical Hotels

Wine Tasting and Tours through Sonoma Valley Wineries, Store windows everywhere, decorated to represent historical episodes; exhibit antiques and other memorabilia of all kinds.

Special dinner menus and refreshments in Plaza, Community Center, Methodist Church, I. O. O. F. Hall, and all hotels and restaurants, including El Dorado and Swiss Hotels, Bear Flag Tea Room, Billie's Coffee Shop, The Broadway, Four Corners Cafe, Gordon's Do-nut Shop, Paul's Resort, Vella's Fountain, Verdier's Resort, and Wing's Cafe.



Sonoma's Historic

El Dorado Hotel

Northeast Corner of Sonoma Plaza



★ LUNCHES ★

- Daily From 11 a.m.
- Accommodations for Luncheon Parties

★ DINNERS ★

- Monday through Friday — Choice of Entrees, \$1.50; Children, \$1.00

Air-Conditioned Dining Room

Cocktails, Liqueurs, Fine Sonoma Valley Wines, Eastern and Western Beers

We Cater to Parties and Banquets

WEBster 8-9941

Best Wishes For A Successful Vintage Festival

From

John and Marie Merlo

Story of the Pageant

Mission San Francisco Solano de Sonoma—last, and at one time least promising of the missions—is today one of California's most celebrated. You will see it, and hear much about it, during this week-end, for it is in the grounds of the Mission that the Vintage Festival's famous pageant is presented at this time each year.

The story of our Mission Pageant, centering around some of the episodes of its exciting past, was written by Celeste G. Murphy, author of "The People of the Pueblo" and other historic writings. Cecilia Shegog, indefatigable worker and herself a grand-niece of General Vallejo, has been chairman of the Pageant Players for the past six years, and Charles Henderson, professional dramatic instructor, is the director.

Richard R. Emparan, a grandson of General Vallejo, and long a civic leader in the community, plays the role of his distinguished grandfather, as he has done for many years past, while Mrs. Julia Emparan (related to the General only by marriage), very appropriately plays the role of Vallejo's wife.

Dealing as it does with the last and most northerly of the missions, the Vintage Festival Pageant Play recounts how Padre Altimira (facetiously referred to now and then as the North's answer to Southern Cal's Junipero Serra), planted the cross among the heathen of the Valley of the Moon, and thereby started a chain of events that kept things lively in these parts for a good many years.

Altimira's coming to this far northerly outpost was sanctioned by the then Governor Arguello, not so much to convert skeptical redskins as to put a stop to the encroachments of the Russian colony which had been established at Fort Ross in 1812.

Story of the Play

Here, then, is the story of the play:

The ambitious Padre Altimira works hard to get a foothold in this strange and hostile but gently beautiful land north of San Francisco. He plants grapes to be crushed into sacramental wines, and he wins over the friendship of some of the local Indians, but unhappily not enough.

Denied adequate support from both church and Mexican authorities, the struggling new mission is soon put to the torch by Indians from farther north, and Altimira's pitiful little company of mission workers seek refuge behind its adobe walls as the arrows of pain and death whirl about their heads.

The good padre, perhaps feeling a little as Lincoln later felt about his Gettysburg address, feels sure he has failed, but his successor, Padre Lorenzo Quijas, is determined to carry on, and because of that determination, he succeeds.

But it isn't long before the missions are secularized by an unsympathetic government, and Gov. Figueroa sends General Mariano G. Vallejo to take over the

mission, found the pueblo of Sonoma, and lay out the Plaza.

Vallejo makes an ally of the Indian chief, Solano, and partly through this alliance the threat of further Russian advance is removed. The North Americans, however, although almost as much foreigners as the Russians, fare a good deal better at Vallejo's hands. He likes them. If his land is to be taken over, he would rather have it governed by the Americanos than anyone else.

His superior officer, General Castro, has other ideas. He would drive the obstreperous Yankees out. Thus, the making of an impasse. At this point—in 1846—a band of undisciplined horsemen who may have found their encouragement around Sacramento and Napa, ride furiously into Sonoma and without so much as firing a shot, proceed to declare California a republic. To prove it, they fashion a flag out of petticoats and things, decorate it with a big star—like that of Texas—and a big grizzly bear, and they run it up on the staff so recently decorated by the insignia of Old Mexico.

For good measure the Bear Flag party even takes the inoffensive and not unfriendly Vallejo into what we now might call protective custody, and whisk him off to Sacramento.

But the so-called Bear Flag Republic is not to endure for very long. After all, it is only a stopgap until something else happens. Which it does—and within the month—when Lieutenant Joseph Revere, USN, is sent up from Monterey to follow the capital's example in raising the Stars and Stripes once and for all. And General Vallejo, now restored to the dignity which belongs to him, becomes a member of the convention to frame a constitution for what is to become California, 31st State of the Union.

Vallejo's success in the growing of wine grapes has by this time attracted the attention of Count Agoston Haraszthy, a Hungarian nobleman bent on applying the old world art of winemaking to the new free country.

The Vallejos welcome the colorfully adventurous Count and his handsome family, and in due course these two families are joined by the bonds of double matrimony—two Vallejo daughters are wed to two Haraszthy sons.

This felicitous occurrence thus brings our Sonoma Mission Pageant to a happy conclusion, and a hundred or so of Valley citizens—bankers, retired military brass, school teachers, students, members of the clergy, housewives, merchants, doctors, lawyers and gardeners—go back behind the mission to wash off the make-up and thence out to join others in the Plaza and other areas where people are having fun. For these are townfolk and countryfolk, and they are of us. Only difference is, they get a lift out of this annual excursion into the world of make-believe, and we are grateful to them for it.

Al & Fay Farmer's

4 Corners Cafe

Pizza - Tap Beer

Lower Broadway, Sonoma

Harold's

Shoe Stores

Sonoma and Boyes Hot Springs

Crown Parts

Automotive Parts and Supplies

552 Broadway

WE 8-8222

FOOD CITY

On the Plaza

Open 7 Days a Week

Monday, Tuesday, Wednesday

8 a.m. to 7 p.m.

Thursday, Friday, Saturday

8 a.m. to 9 p.m.

Sunday

8 a.m. to 6 p.m.

ADOBE DRUG

Ray S. Duer

411 First Street West

Sonoma, Calif.

WE 8-2971

SWISS HOTEL

for

Italian Dinners

Cocktails and
Fine Wines

Sonoma, Calif.

Landmark 496

Your Hosts — Ted & Helen Dunlap

Best Wishes to

THE VINTAGE FESTIVAL

from the

Sonoma Valley

Hospital Medical Staff

MISSION AND VALLEJO HOME OPEN

VISITORS TO SONOMA (and residents as well) should by all means visit Mission San Francisco Solano, at Spain and East First Streets, and the Vallejo home at the north end of West Third Street. Cliff M. Bisbee, Supervisor of Sonoma Monuments, announces that these buildings will be open from 10 until 6 on Friday and Saturday, and from 10 until 5 (Standard Time) on Sunday.

The story of the mission is told graphically in our Mission Pageant, but the story of Lachryma Montis, General Mariano G. Vallejo's home from 1852 until his death in 1890, may be less familiar to some.

General Vallejo, Mexican commandant at the Presidio in San Francisco, was sent here by Governor Figueroa in 1835 to lay out the pueblo of Sonoma. Shortly thereafter he directed native Indian workers in the building of the Cuartel, known to us as The Barracks, where his troops were quartered. He also built his first home, Casa Grande, adobe remnants of which may still be seen a few yards to the west of The Barracks.

General and Mrs. Vallejo and their family lived in Casa Grande until their American-style home, Lachryma Montis (meaning Tears of the Mountain), was completed at its present site, in 1852 or '53. This home represented an Atlantic seaboard style of architecture rather than Spanish or Mexican, because the General had long since become "mucho Americano."

It is of wood frame, shingle roof, and still displays its original gingerbread decorations around the eaves. The only concession to native materials is the adobe brick insulation within its walls.

The home and the old carriage house (now a museum) contain hundreds of items of historical importance—furnishings, art pieces, bric-a-brac that are a delight to antiquarians, and are well worth the time even to the most casual layman.

Grand Costume Ball

After a breather of a couple years, the Vintage Festival Costume Ball and buffet supper is revived on opening night, immediately following the pageant. Henri Maysonnave serves as master of ceremonies.

The ball, in which fashions of the East meet fashions of the West, takes place at Paul's Resort, in El Verano. Jack Maloney's Orchestra, which has been popular here on previous occasions, provides the music, with special entertainment offered during rest periods.

Mrs. Paul Woll, general chairman of the Costume Ball, arranged for members of the Soroptimists Club to hostess the supper, which is prepared at Paul's, and members of the St. Francis Solano Fathers' Club to attend the doors.

PAGEANT TICKETS

Get them at the Chamber of Commerce, Please.

Friday Evening: 75¢ and \$1

Saturday Evening: \$1 and \$1.25

CURTAIN AT 8 O'CLOCK

Congratulations to Mr. DeWitt Nelson and the
Department of Natural Resources

upon the dedication of the

Sebastiani Vineyard State Historical Landmark

and the

Jack London State Historical Park

RICHFIELD OIL CORP.

Greetings and Best
Wishes
from California's other
world-known and
fine wine-producing Valley--
Napa Valley

CHARLES KRUG WINERY

Established 1861

St. Helena, California

Open Daily to Visitors



Best
Wishes
for a
**Successful
Vintage
Festival**

William T. "Bill" Bagley

Your Candidate for

ASSEMBLYMAN

Marin-Sonoma District

General Election
November 8th

Inside Sonoma Valley



By Ed Mannion

EDITOR'S NOTE: It hurts to have to shorten a fine piece of work by one of Sonoma County's best writers and historians. But space limitations are implacable. One remembers a wry remark by a Santa Rosa Press Democrat makeup man, in the old days. "You can't squeeze in more type than there's room for," he said. "It ain't made of rubber, you know." We hope, in the circumstances, that the author and the reader, both of whom lose something in this condensation, will be forgiving.

Ed Mannion

Arbitrarily—if for no other reason—let's begin by mentioning a few of the early American military men who helped make history, and their own reputations, in the Valley of the Moon.

There were, for instance, General Persifer Smith, Leese House occupant and the immigrant's friend; Gen. Philip Kearny, victim of a Confederate bullet at Chantilly; Gen. George Stoneman, later a California governor; Gen. Charles P. Stone, called a hero at Ball's Bluff in local literature when actually the battle ruined his career; Capt. George H. Derby, the witty John Phoenix of the Squibob Papers; Gen. Joseph (Fighting Joe) Hooker commander of the Army of the Potomac, who farmed the present Serres acres and played poker at the Blue Wing Inn before riding to glory at Lookout Mountain and Peachtree Creek.

No wonder the small valley inset like a jewel between the Mayacmas and Sonoma Mountains has been called the Cradle of California.

How did it all begin? The recorded part began because Padre Altimira knew a good thing when he saw it. Acting under orders of Mexican Governor Luis Arguello, the Franciscan priest left Mission Dolores for San Rafael, then set out with an escort to search for another mission site. Petaluma, Sonoma, Napa and Suisun Valleys were explored. All were judged inadequate except Sonoma. Many eulogies to Sonoma Valley have been composed in the past, more tributes will be made in the future, but unless a combination literary and public relations genius joins the local Chamber of Commerce none will equal Altimira's diary description:

"About 3 p. m., June 28th, 1823, leaving our camp and our boat in the slough near by, we started to explore, directing our course northwestward across the plain of Sonoma, until we reached a stream (Sonoma Creek) of about five hundred plumas of water, crystalline, and most pleasant to taste, flowing through a grove of beautiful and useful trees. The stream flows from hills which enclose the plain, and terminates it on the north. We went on penetrating a broad grove of oaks; the trees were lofty and robust, promising utility in the future for fuel and building purposes. The forest was about three leagues long from east to west and a league and a-half wide from north to south. The plain is watered by another arroyo still more copious and pleasant than the former, flowing from west to east, but traveling northward from the center of the plain. We explored this evening as far as the daylight permitted. The permanent springs, according to the statement of those who have seen



Blessing of the Grapes and Twinning Ceremony

them in the extreme dry season, are almost innumerable. No one can doubt the benignity of the Sonoma climate after noting the plants, the lofty and shady trees, alder, poplars, ash, laurel, and especially the abundance and luxuriance of the wild grapes. We also observed that a launch may come up the coast to where a settlement can be formed, truly a most convenient circumstance. We see from these, and other facts, that Sonoma is a most desirable site for a mission."

Altimira founded the mission July 4, 1823. Several buildings had been erected by April 4, 1824, when the location was dedicated to St. Francis Solano, the "apostle of the Indies." Serra had been dead nearly forty years before the twenty-first and final bead on the mission-rosary was strung into place.

Until the mid-1850's Sonoma was the most important locality north of San Francisco Bay. Alcalde Boggs, for instance, had something to say about a district that extended to Sutter's Fort on the east, the Pacific ocean on the west, with the north-south jurisdiction reaching from the Bay to the Oregon border.

Rancheros for many miles around came here to buy and sell. South American and Chinese cargoes came up Sonoma Creek after lightering onto small sloops. The county courthouse had its adobe walls on the plaza until Santa Rosans won an election, partly by means of a barbecue, and then "stole" the records in what would make a movie scene featuring galloping horses pulling a careening buggy.

Saved for the last is the Bear Flag chapter of valley history. It has been postponed not only because it is the most important but because only a brave man or a fool would try to sandwich that episode into a few words. Or even delve into it at all for that matter.

Controversy is the keynote. When professional historians both old and new battle bitterly over details and interpretations, one can see why there is more than is told school children and why descendants of those who took part still are mighty touchy about the subject.

Did the event of June 14, 1846, save California for the United States from the grasp of a foreign power? Were the Bear Flaggers red-blooded Yankee heroes or drunken, claim-jumping bums? Who really rode on that June day and comprised the "original"



Grape Picking De Luxe

Bear Flag Party? When and why did Brevet Captain John Fremont enter the proceedings? Which members of the group designed the famous flag? What did the flag look like?

Unless the Jordan Dead Sea scrolls answer some of these questions, no one is ever likely to know for sure.

The easiest answer in brief is that certainly the Bear Flagger interventionists hastened and nailed down the United States' grasp of California. With Mexican control fading, allegiance of native Californians badly divided, the British under Admiral Seymour weren't in coastal waters for training exercises. This in itself places Sonoma on the world stage in a major role.

The other matters are relative, drawn not in black and white but in gray. A gulf of temperance and intelligence divided Ezekiel Merritt and William B. Ide. Ranks of the first thirty-three or thirty-four riding on the pueblo were swelled immediately by Americans pushing hard toward the center of activity from all directions. Naturally many of the latter claimed later they should be considered bona fide participants.

Fremont? His scientific achievements in the West are bright, his contribution to empire fairly clear, his actions shady in regard to California and especially the North Bay. It takes strong provincialism to defend his responsibility for killing an old man and two young twins near McNear's Point in Marin County.

A personal opinion is that quarrels over what the first Bear Flag looked like and who designed it are rather silly. Weight of evidence indicates the flag drawn by William L. Todd and described by Comd. John Montgomery should be honored as the first. Confusion over materials used and others taking part can be explained if researchers remember several flags probably were devised in the days following when a small army was milling around the plaza wondering what to do.

Even the number of other flags flying over the county is a matter for study. Do you count Fremont's personal banner and both the Russian American Company's and the regular Russian Imperial standard? Moscovites from Fort Ross and Sonomans exchanged visits.

The questions and the chronology add up to the fact Sonoma Valley ranks near the top in any list of the most exciting localities in the Northern Hemisphere.

Two Important Dedications

THIS YEAR'S VINTAGE FESTIVAL is unique in at least one respect. On Saturday, the middle day of our celebration, there will be two important dedications, one involving the very first vineyard in Sonoma Valley and the other a state park named for the man who made the Valley of the Moon known around the world.

At 11:30 Saturday morning, the first vineyard planted by the Mission padres in 1825, part of which vineyard survives in the Sebastiani properties in the northeastern part of town, will be commemorated by the dedication of a bronze plaque to be affixed to one of the Sebastiani Winery buildings.

At 2:30 that afternoon the Jack London Historical State Park will be dedicated in the rolling and wooded hills back of Glen Ellen.

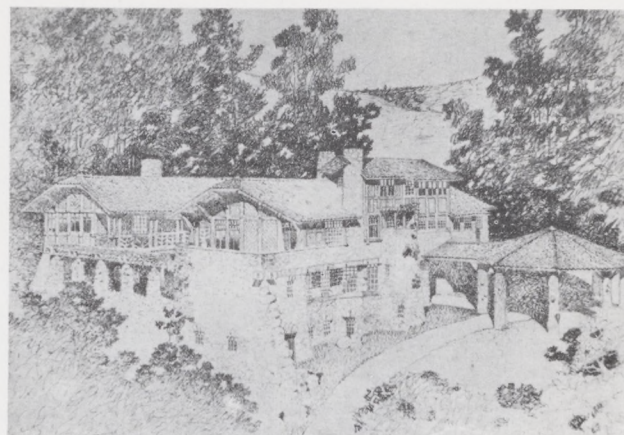
High State and county officials will be here for the double dedication.

The Jack London Park ceremony, coming at the same time as the Vintage Festival, is in charge of a committee composed of Thomas G. Plant, Mrs. Virgil Jorgensen, and Irving Shepard. Judge Hilliard Comstock of Santa Rosa and Attorney J. Harold Weise of San Francisco will be among the speakers. Ernie Smith, popular radio commentator and vice-president of the Vintage Festival, will be program chairman.

The story of the first vineyard may best be told in the language of the plaque as approved by the State Division of Beaches and Parks. It reads:

Here in 1825 the Franciscan Fathers of San Francisco Solano de Sonoma Mission planted the first vineyard in Sonoma Valley. The grapes were used for making sacramental wines. After secularization of the Mission in 1835, General Mariano G. Vallejo, commandant of Alta California's northern frontier, produced prize-winning wines from these grapes. Samuele Sebastiani and his wife, Elvira, purchased this property in the early 1900's. A young immigrant from Italy, he had come here to make his fortune. Since that time he and his family have successfully continued with distinction the traditions handed down to them through the years. Much of the original Mission vineyard is still planted to choice wine grapes.

The plaque, with the legend quoted above, describes California Registered Historical Landmark No. 739, and is placed by the California State Park Commission in cooperation with the Sonoma Valley Historical Society.



Jack London's "Wolf House" That Was

Where to Eat

EVERYBODY gets hungry, if one may judge by personal experience.

So you may be interested in knowing where you can satisfy hunger and/or thirst.

There are, of course, the established, year-round places: the El Dorado and Swiss Hotels, Billie's Coffee Shop, The Broadway, Vella's Fountain, Verdier's Resort, Paul's Resort, Wing's Cafe, Four Corners Cafe, Gordon's Donut Shop, the Bear Flag Tea Room—to name a few.

During the Festival there are also numerous special eating accommodations. In the Plaza you will find such goodies as hamburgers, spaghetti, cake, ice cream, coffee, and soft drinks in all flavors and colors.

The Methodist Church serves a special dinner. The Adobe Grange offers a chicken barbecue on the Community Center grounds, the Valley of the Moon Garden Club operates a tea room in the Community Center, and the Rebekahs are on the job at I. O. O. F. Hall with sandwiches, cake and coffee. Probably there are still others, of which this report does not know at the time of going to press.

We suggest that you drop by the Information Booth in the Plaza, or the Chamber of Commerce in West First street across from the Plaza, for any further details in which you may be interested.

VERDIER'S RESORT

El Verano

Luncheon — 12:30 to 2 p.m.

Dinner — 6:15 to 8 p.m.

Food You'll Talk About

Swimming

Cocktail Bar

Dancing

Phone WEBster 8-2026

The Community Center

OUR VISITORS this week-end should take care not to miss the goings-on at Community Center, located in East Napa Street just a block and a half from the Plaza.

Many of the most interesting exhibits and activities of the Vintage Festival are to be found there.

For example, the flower show. This is the work of the Valley of the Moon Garden Club, with Bert Kerner in charge. In conjunction with this the club will also operate a tea room, nearby. Then there is the art exhibit, showing paintings, sculpturings and other art expressions not only from local sources but from neighboring communities. This feature of the Festival is under the command of Elis J. Rosen, a man who followed the sea until his retirement but for years pursued the stimulations of art as a hobby and now drives that hobby both zealously and successfully.

In the Community Center also is a recreation of the old-time country store, further mention of which is made elsewhere in this publication.

And out back may be found one of the most delightful features of all—a sizzling, fragrant barbecue put on by the Adobe Grange to tempt—and satisfy—the appetite. This alluring project is in charge of a committee headed by Mr. and Mrs. Errol Tate.

The Community Center is second only to the Plaza itself in the diversity of its attractions, and yields to none in its appeal both to the aesthetic and the physical hungers of our guests.

Junior Fiesta

The Junior Fiesta, located on the west side of the Plaza, and designed for children of all ages, is under the chairmanship of Mrs. C. M. Peterson.

Organizations participating include the Trinity Mothers' Club of the Trinity Episcopal Church; the Methodist Mothers' Club of the Methodist Church; the Nursery School; the Flowery Parents' Club; Prestwood-Sassarini P. T. A.; El Verano Parents' Club; Dunbar P. T. A.; and Sonoma Assembly No. 60, Rainbow Girls.

This area will be open on Saturday from 10 a. m. and on Sunday from 12 noon.

Activities include the following games: Wet Sponge Throw, Bean Bag Throw, Hammer and Nail, Gold Fish Bowl, King Kong Throw, Pussy in the Well, Painting, Rummage Sale, Dart Game; Rides: Trolley Ride, Rocket Ship Ride; Food: cotton candy, ice tea, lemonade, cookies, soda pop, popcorn, popcorn balls, ice cream cones, hot dogs.

And besides all this, balloons. Fun—what?

Rotary Sightseeing Tours

Members of the Rotary Club are offering a free sightseeing tour Saturday and Sunday afternoons for out-of-town visitors. Children must be accompanied by adults.

Station wagons and other vehicles will leave the Plaza every few minutes from one to five, on a twenty-minute tour past the Vallejo home, the Mission, The Barracks, and other points of historic interest.

The committee in charge, appointed by President Peter Duffy, is composed of Otto Burgmeier, Joe Stadler, Vern Parsons and Andy Trotto.

PAUL'S RESORT

El Verano

Banquets

Conventions

Picnics

Dancing

Motor Units

Paul, Eve, Yvonne and Dad Marcucci

SONOMA COUNTY PRODUCES THE FINEST WINES

The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from Lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2,300 workers the year round in the production of 5 million dollars worth of wine.

SONOMA COUNTY WINE GROWERS ASSOCIATION



J.P. Serres, Gen. 'Hap' Arnold, Richard Emparan, Mrs. Celeste Murphy, in 1947.



Ralph Hotz as Fr. Altimira in 1950

Our First Vintage Festival

The present Vintage Festival is of growing importance, but Sonoma Valley's very first festival was a classic presentation given years before the organization of the Valley of the Moon Vintage Festival Association—yes, before it was even dreamed of.

In 1897 Rhine Farm, estate of the Gundlach-Bundschu families and the Dresel vineyard where Emile Dresel and Carl Dresel were pioneer vintners, issued invitations to a vintage festival, and all Sonoma rejoiced, for the blight of phylloxera that had killed the grape vines of California had been conquered, and courageous vineyardists were on the way to regain fame for the wines of Sonoma Valley and prize-winning exhibitors like those of the Buena Vista area in our eastern foothills.

The first festival was not a community affair, but many invitations were sent out to friends and neighbors by the generous hosts of Rhine Farm. Those were horse and buggy days, yet many came from miles around to attend the festivities and to witness the lyric drama of classic allusion and charm written especially for the occasion by Benjamin Weed, graduate of the University of California, dramatist, and principal of Sonoma High School.

Weed and his friends of Rhine Farm organized the Bacchus Club, whose members wrote poetry in praise of vines and wines and the gods and goddesses of old Greek mythology. These poems and tributes were woven into the play, and the lyric drama was highlighted by music written by Professor Hugh G. Maxwell, talented Sonoma Valley musician.

The drama participants were Bacchus Club members and friends of the Rhine Farm owners here and from San Francisco. Costumes were of the ancient Greek period. Much of the play followed the classic tradition, with special emphasis on Bacchus, "giver of the vine."

In the cast was Robert Bien, baritone, of San Fran-

cisco afterward famous in operatic circles. He played the part of Bacchus.

Miss Eva Gundlach was the leading lady, Carola, daughter of the vintner whose consent to her wedding depended on the success of the harvest and the grape crop.

Benjamin Weed was Corydorf, a lowly suitor beloved by Carola.

Nymphs who appealed to Bacchus to favor the lovers and answer the plea were the gifted singers, Misses Brunch, Claire Hope, Julie Granice, Frauenholz, and Thorndyke.

Other pageant players were Vernon Goodwin, H. Gundlach, R. M. Sims, Miss Bertha Campbell, Miss Bien, Miss Louise Bundschu, Miss Agnes Duhring, Walter and Rudolph Bundschu, Henry Hyde, Carl Bundschu.

The flute and clarinet obligato in the lyric drama was at the suggestion of musical director Maxwell, who selected Messrs Chas. Cutter, C. Prunty, and Vernon Goodwin for this lovely interlude.

All praise to the late Benjamin Weed who discovered the natural setting Pansy Valley in the Buena Vista hills for the first Vintage Festival. To him and his associates of old Rhine Farm, their generosity as hosts and their sentiment in paying tribute to the "bounteous giver of the vine" we of today should be truly grateful. To Weed's talent and vision Sonoma Valley owes its very first Festival.

To Rhine Farm and wines remembered for bouquet and golden clarity or rich aromatic Burgundy aged in pioneer cellars, let us offer a toast. They are now just memories—the cellars dismantled, the generous hosts gone Beyond.

Who knows—Rhine Farm's hospitality a half century or more ago; the hot spiced wine-punch served at the first Festival, the heart-warming memories, friendships treasured down through the years—these may account for some of Sonoma's unaccountable charm.

C. G. M.

Leon Adams Speaks His Mind



Leon D. Adams

By Leon D. Adams

EDITOR'S NOTE: Leon D. Adams of Sausalito is author of the best-selling "Commonsense Book of Wine" and of the just-published "Commonsense Book of Drinking." For more than 30 years, as newspaperman, traveler, researcher, vintners' association executive, wine judge, and connoisseur, he has studied the world's great vintages. His writings on wine, including the famous Wine Study Course, are said to be the most widely read in the English language.

A perennial subject of debate among connoisseurs of California wines is this question: which valley—Sonoma or Napa—produces finer wines?

Until now I have remained neutral and have occasionally been accused of hedging. Once a friend, who had queried me on this, compared me to the fence-straddling politician who, asked to state his position on an issue, replied: "I have friends on both sides of this question. My policy, sir, is to stand firmly always with my friends."

Quality in wines depends first, of course, on grapes. And provided the selection of varieties for planting in a given viticultural district has been wise, grape quality depends mainly on the district's climate.

The University of California's Department of Viticulture and Enology classifies the state's grape-growing districts into five regions according to hours of sunshine recorded per season in each, with a complex formula which I shan't attempt to translate, but which is based on thousands of "degree-days above 50 degrees Fahrenheit."

Guerneville, Santa Rosa, and Sonoma are the places in Sonoma County listed by the University in Region I. In Napa County, Napa and Oakville appear in Region I classification. Glen Ellen gets a Region II listing; Napa County's Region II locations are Rutherford, St. Helena, and Spring Mountain. Region III includes Alexander Valley, Asti, and Cloverdale in Sonoma County, and Calistoga in Napa County. (These are in the same company with Livermore Valley.)

Are these regional classifications an index to wine quality? Yes and no; it depends on the grape variety. For example, the best California Ports I have ever tasted were grown in Davis and Madera, the latter classified in District V. But if we arbitrarily limit the quality comparisons to, say, White Riesling, Cabernet Sauvignon, and Zinfandel, Region I should be capable of producing finer quality, by and large, than Region II.

More than a century ago Count Agoston Haraszthy, after surveying the entire State and experimenting elsewhere, selected the hillsides above the town of Sonoma for his Buena Vista Vineyard. Here he planted Europe's finest grade varieties, which he had brought from the Old World's vineyards, and from here he distributed cuttings throughout California.

In 1889 Frons Eunice Wait Colburn, writing her **Wines and Vines of California**, entitled one chapter "Napa, the Banner Wine-Making County." However, in her following chapter, entitled "Old Sonoma," she commented: "Sonoma produces wines lighter in the

percentage of alcohol than Napa, consequently they have more bouquet."

The views of Haraszthy and Mrs. Colburn were based on climate, but even the most favorable climate for given grape varieties is no guarantee of wine quality. Such considerations as the varieties **actually** planted, the care they are given, and the experience, ability, ideals, and financial capacity of the viticulturists and winemakers must enter. They always do!

From the 1880's and 1890's until national prohibition the Sonoma Valley had many more vineyards and wineries than since repeal. Such early Sonoma winegrowers as Gundlach & Bundschu, Attila Haraszthy, Julius Dresel, Henry Winkle, the Kohlers, Joshua Chauvet, Captain J. H. Drummond, Kate Warfield, Senator George Hearst, and former Congressman J. K. Luttrell—to name a few—produced vintages that gained international recognition.

But now, while the Napa Valley is again a veritable sea of grapevines, the Valley of the Moon, which saw many of its early great vineyards uprooted during prohibition, is only beginning to revive them. Buena Vista, restored to activity by Frank and Antonia Bartholomew; the Sebastiani Winery, now devoted mainly to producing wines from the premium grape varieties, and Ambassador James D. Zellerbach, with his marvelously planned and richly equipped Hanzell Vineyard and Winery, are bidding once more for the bacchic fame Sonoma once enjoyed.

The **number** of wineries, and the **number** of individual wines grown in a district, have much to do with the number of individual superlative vintages produced there. This is why France and Germany enjoy their reputations for great quality—among their thousands of wines—which in weighted-average quality cannot compare to the wines of California—these European countries have a greater numerical chance to produce a number of individual great wines.

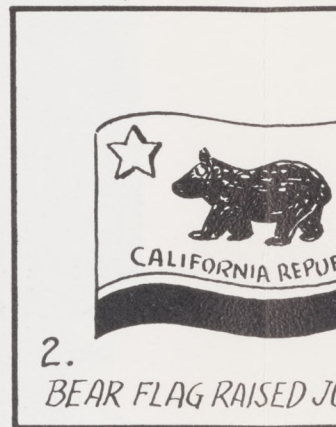
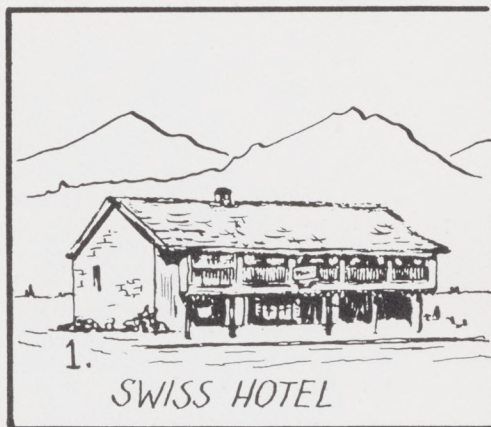
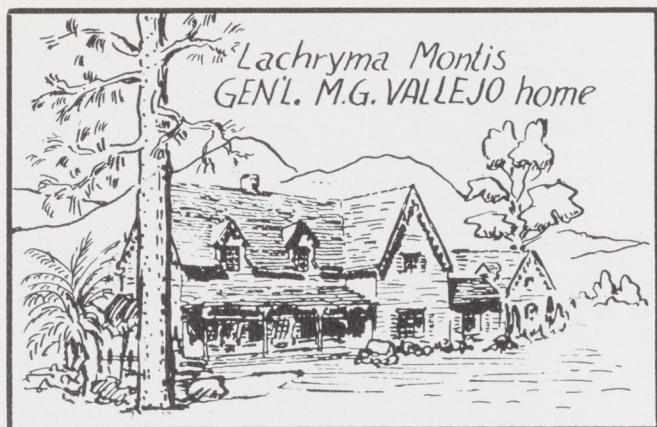
Often during the past twenty or so years I have asked such authorities as the late Almond R. Morrow and Professors Albert Winkler, Maynard Amerine, and Harold Olmo, for their opinions on the Sonoma versus Napa question. Mr. Morrow tended to favor Sonoma; the others always gave more qualified replies.

I think a strong witness for Sonoma Valley, if he could be pinned down publicly, would be Louis Martini the elder, who, while straddling the issue physically by planting his own vineyards on **both** sides of the Mayacamas range, has hinted to me more than once that he has the highest regard for the grapes on his Monte Rosso Vineyard, high above Agua Caliente, near Sonoma.

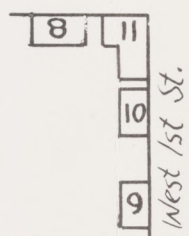
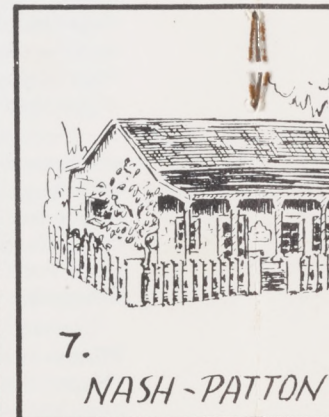
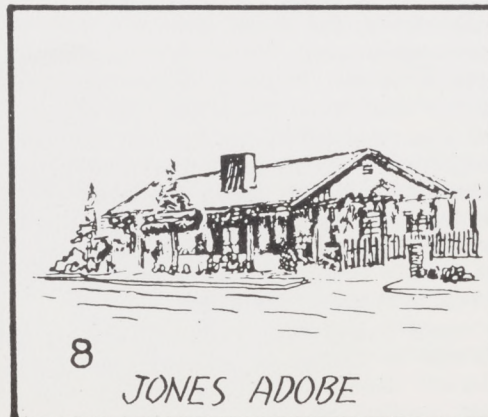
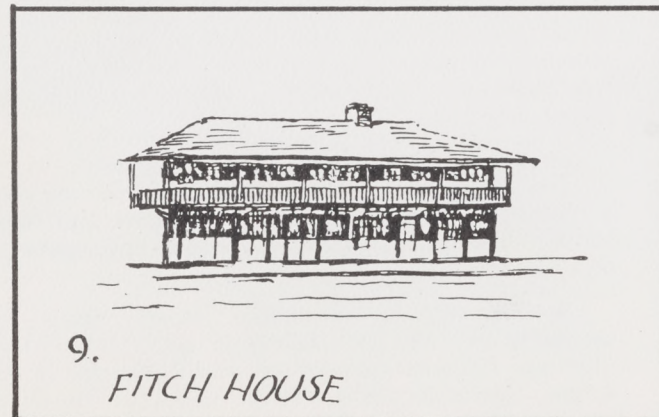
As for my own opinion, I have two views.

The superlative individual wines I have tested over a period of years from both the Sonoma and Napa Valleys have been, in my judgment, approximately equal in quality.

But in climatic advantages, which means the **capability** of these two valleys to grow great White Rieslings, Cabernet Sauvignons, and Zinfandels in the future, I must conclude that the Valley of the Moon has a potential edge. Still hedging? Perhaps. But for a good reason. They are both mighty good!



Vintage Festival activities will take place in the historic Sonoma Plaza and at the Community Center. As one can see by looking at the map, it is a short walk to historic landmarks with the exception of the following: The General Vallejo home is one-half mile northwest on West 3rd Street. The Sebastiani Vineyard is one-half mile east on East 4th Street. The Haraszthy Cellars are two miles east.





RAISED JUNE 14, 1846

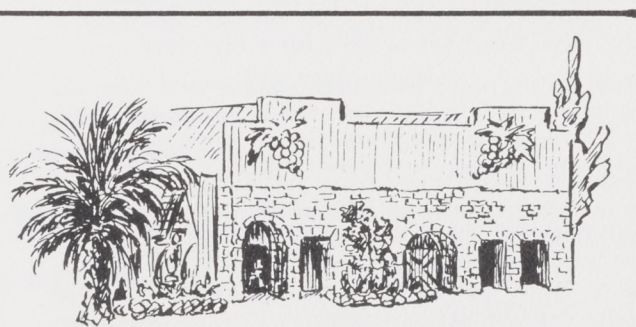
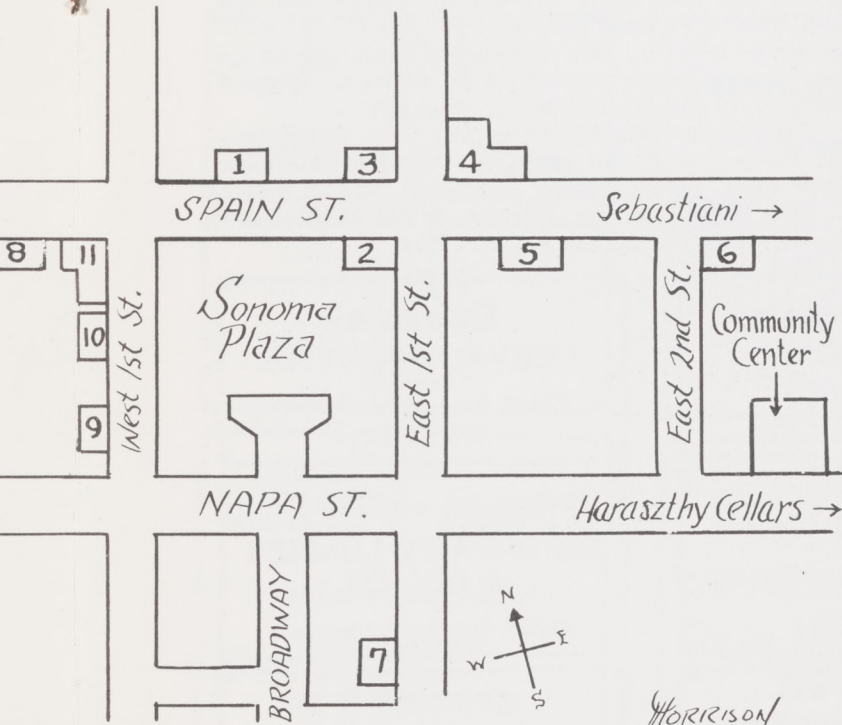


3.
THE MEXICAN ARMY BARRACKS.



4.
MISSION SAN FRANCISCO SOLANO de SONOMA

SONOMA'S HISTORIC LANDMARKS



SEBASTIANI WINERY



HARASZTHY CELLARS (BUENA VISTA)



-PATTON ADOBE



6.
RAY-ADLER ADOBE



5.
BLUE WING INN

Through the Glass Brightly

EVERY YEAR at this time many downtown merchants suffer their display windows to be cleared out so that those with a sense of history and an artistic taste may dress these windows in their own way for the Vintage Festival.

What happens is that the store windows thus dedicated to the past rather than the present become little museums of another era, and probably attract more favorable interest than could accrue in a whole twelve-month of toothpaste and complexion creams, shirts and sox, millinery and foundation garments.

This transformation is not accomplished without some sacrifice and a good deal of painful treasure hunting. Sacrifice, because in a sense it disturbs the routine of a well established and important way of commercial life. Pain, because it's like pulling impacted wisdom teeth to extract family heirlooms and irreplaceable collectors' items out of their owners' tender possession, even though it be only for a few days.

Most people really want to cooperate—and they end up by doing so in a big way. But it sometimes takes them a little while to get adjusted to the idea.

However difficult and often frustrating it may be, there is usually someone around with the persuasive skill and persistent will to get the job done. This year it has been accomplished—and with a bang—by Mrs. Gregory Jones (survivor of many Festivals) and Ernie Smith (irrepressible newcomer to this particular field), who happily had the assistance of a genuinely earnest committee.

Hear Them Belles?

YOU MAY DIFFER, if you like, with our sense of grammatical rectitude. And you might just be right about it. But pray don't challenge our spelling. For you might just be wrong about it.

For instance, a group of very pretty high school girls (high school girls are **always** pretty, aren't they—so why be tautological?) was nominated by the faculty for having nice personalities, ability to concentrate reasonably well on their curriculum, and a readiness to participate.

From this group were chosen about a dozen to serve the Vintage Festival in dual capacity—first as hostesses and then as guests. As hostesses they are on duty at the Festival's information booth in the Plaza, with a ready answer to any fair question, and they escort distinguished guests to the rostrum, run errands, and generally make themselves useful.

As guests these cute coeds are honored at various functions; they are guests of the board of directors on appropriate occasions, and, if all goes well they get to sit in reserved seats at the Pageant.

These bright-faced young ladies may be recognized by the checkered pioneer gowns that they wear—gowns that they made themselves, maybe with the help here and there of a mother. But if you don't recognize them by this means, just read the badge they wear. It proclaims them to be members, in good standing, of the Mission Belles.

Trained and chaperoned by Mrs. L. H. Schuerman, the lucky girls in this group are: Jacquie Chevalier, Cheri Clark, Sandy Ericson, Judy Ford, Janette Hager, Cynthia Hillan, Barbara Johnson, Adele Mioni, Janet Sweet, Anita Taylor, and Pat Von Flue.

Music Department

Ruggles'

439 First St. W., Sonoma

JOSEPH DEL SECCO REAL ESTATE

19905 Broadway, Sonoma, Calif.
"In the Valley of the Moon"
WEbster 8-4751

VALLEY OF THE MOON WINERY

In the heart of the
Valley of the Moon

Where Fine Wines
Are Made

E. Parducci and Son
7770 Madrone Road, Glen Ellen

Greetings from the
POWDER BOX
BEAUTY SHOP
15175 Arnold Dr., Glen Ellen
WYman 6-6715

Fritz's Grocery

Glen Ellen

At the Gateway to
Jack London State Park

Willard French TV

232 W. Napa Street, Sonoma
WE 8-4242

PAGANI BROS. WINERY

Fine
DRY and SWEET
Wines

Kenwood, Calif.

Wing's Fine Foods

262 West Napa Street
Sonoma

Rubke's CHEVRON SERVICE

20500 Broadway, Sonoma
WE 8-2688

Compliments of

BROADWAY LUMBER & INV. CO.

20065 Broadway, Sonoma

COMPLIMENTS

F. MANCUSO WINERY

In the Heart of the
Valley of the Moon

Makers of Fine Dry Wine
from the Finest Type of
Mountain-Grown Grapes

Glen Ellen

Greetings

Handel's Record Shop
and Valley Travel Agency

447 First St. W., Sonoma



"Mission Belles" in 1960



The Brides - 1960

Lew Colby

INSURANCE

479 First St. W., Sonoma

Wiley's

Shell Service

191 W. Napa Street
Sonoma

VALLEY MART

Sonoma's Independent
Supermarket

520 W. Napa Street
Sonoma

Typewriters Adding Machines

All Makes
Bought - Sold - Rented
Exchanged - Repaired

ATLAS BUSINESS
MACHINES CO.

CALL WE 8-4207

Simmons' Pharmacy

29 E. Napa Street, Sonoma

BROADWAY HARDWARE

20095 Broadway
P. O. Box 685, Sonoma

"A cute little pitcher—a squat little pot,
Charming things for your shelf
or what-not.

ANTIQUES

Such fun to collect and valuable to own,
Finest investment for anyone's home."

Once Upon A Time Antiques

412 First Street East
Sonoma, California

Compliments

Sonoma Paint Center

875 West Napa Street
Sonoma, California

WE 8-2557

S. J. Gomez

Best Wishes from



**WHITEHEAD
MOTOR Co.**

Ford Sales and Service
870 Broadway, Sonoma

Finest Food in the
VALLEY OF THE MOON

Billie's Coffee Shop

Delicious Home-made Pies

205 W. Napa St., Sonoma
WEbster 8-8003

A & D FARMERS MARKET

and Orchards

Eager Ed's Meats

21415 Broadway, Sonoma
WEbster 8-2123

A New Look In the Plaza

AT THE TIME OF WRITING this piece (a few weeks before the Festival) we think we are going to point with some pride to the redesigned and freshly decorated booth concessions in the Plaza.

Practically everything about the old food-and-fun area has been changed, including the name. It used to be called the Gay Way, but we didn't think that name very descriptive, so now we call it Fiesta Way, chiefly because it looks like that.

The concessionaires' booths used to be austere colorless structures, dripping with burlap siding that had seen better days.

The new 1960 models are neatly constructed, and they appear resplendent in all the gay colors of an automobile show. The working out of complex details to achieve a more pleasing effect was done by our planning committee and executed by Mrs. Paul Woll, reservations secretary for this year's concessions.

Two handsomely streamlined booths used as models for the rest were given to us by Dale Farrell of the Sonoma Mill & Lumber Company. We are indebted to him for his generous cooperation, and to George Rovai, Bob Johnson and Ed Dillman for the hours of creative thinking, sawing and hammering that made this particular dream come true.

Antique Autos Were Too New

At one time it was thought that we might invite the San Francisco Horseless Carriage Club to coax their ancient gas buggies to Sonoma for the Festival. But this idea had to be given up. For a celebration that commemorates events of up to 137 years ago, it was decided that automobiles of 1915 vintage, and thereabouts, were altogether too modern.

Parkside Tavern and Liquors

21 E. Napa St., Sonoma

The Broadway

Dining - Dancing - Cocktails
536 Broadway, Sonoma
WE 8-2905

HOMER R. BOSSE

Real Estate — Insurance

546 Broadway
Sonoma, California

Vogue

Beauty Service
465 First St. West
Sonoma

Eugene G. Domenichelli Masonry

34 Cavedale Road, Sonoma

COMPLIMENTS OF YOUR LOCAL
MOVERS IN SONOMA VALLEY

A & B MOVERS

Storage - Packing - Shipping
Nation or Statewide Affiliations

18985 Sonoma Highway
Phone WE 8-4515

Plans For the Future

DREAMS of a genuinely big-time Festival, featuring spectacular dramas and pageants, animate the minds these days of a committee representing all parts of Sonoma county.

No one knows, just yet, when these dreams may materialize, but what can be said for a certainty is that capable people from Cloverdale, Geyserville, Healdsburg, Petaluma, Santa Rosa, Sebastopol and Sonoma have put their heads and hearts together on the project.

This undertaking will be a direct outgrowth of the Vintage Festival. It is expected to be centered in the Valley of the Moon, and it will offer productions based on historical themes to be found in Sonoma county's storied past. There is a likelihood, even, that plays of even wider historical and dramatic significance may be included as time goes on.

Judge Hilliard Comstock is chairman of the committee now engaged in the spade work for this ambitious and exciting enterprise.

Old-Time Country Store

An old-fashioned country store, redolent of those "good old days," is open for business at Community Center. The Sonoma Valley Senior Citizens' Group, of which Albert "Scotty" Elmslie is president, supplies the merchandise and store personnel. Hand crafts, mystery grab packages, original "secret recipe" foods, home-made pies, cakes, cookies, candy—all these are to be had for the asking, plus a little legal tender. There is also a fortune teller to probe into your past and future while you shop around the cracker barrel.

Florence Arfsten is chairman of the store committee, and Mrs. Henrietta Henschel is program chairman.

Compliments MacDonald JEWELERS

17 E. Napa St., Sonoma

Compliments
Gordon's
DO-NUT SHOP
452 1st St. E., Sonoma

Congratulations
John Gilcrest



The Gordon Tevis Home



Mrs. E.D. Coblenz's "Temelec Hall"



The August Sebastiani Home



Zolita Bates' Nash-Patton Adobe

Louis Ferrante
BROADWAY CLEANERS
All Work Done on Premises
WE 8-8019
586 Broadway, Sonoma

Compliments
Lois' Dress Shop
25 E. Napa St., Sonoma

IMPERIAL GAS CO.
248 W. Napa Street, Sonoma
WE 8-4654

1910 **50th** 1960
Anniversary

Rockgas Propane

A modern, clean, healthful fuel
for water heating, home heating
and cooking

Friberg's Drug Store
"The REXALL Store"
520 Broadway, Sonoma

Compliments
DAVIS
Chevron Service
Broadway & Napa St., Sonoma

Compliments
Hotz Dept. Store
35 E. Napa St., Sonoma

The E. J. (Ed)
Woods Agencies

Insurance — Real Estate
500 Broadway WE 8-5556
P. O. Box 218
Sonoma, California

**PARSONS LUMBER
& HARDWARE CO.**
WE 8-4737
Boyes Hot Springs

Wedekind's
Landscaping - Nursery Stock
21095 Broadway, Sonoma
WE 8-2727

The Country Inn
110 W. Spain Street
Sonoma

EVERY VISITOR
to Sonoma
pauses for the famous
local ice cream, fountain
specialties and tasty lunches
at
Vella's Fountain
Across from Sonoma Mission

Sonoma's Seven Flags

THE VALLEY OF THE MOON has lived under seven flags. Few other communities—if any—can make that claim.

First there was the Spanish (1542), followed in order by the English (1579) the Russian (1811), Mexican Empire, (1822), Mexican Republic (1823), the Bear Flag (June, 1846), and the Stars and Stripes (July, 1846).

Some years ago Mr. and Mrs. Neal E. Dodge of Sonoma helped to perpetuate the memory of these seven flags by making, with their very own hands and paint brushes, a number of sets of seven flags for display during Vintage Festivals.

With the passing of the years many of this "original edition" of flags have become a bit shopworn or have been borrowed by forgetful patriots.

But if you had chanced to drop in at the Dodges' home in Lomita Heights during recent weeks you would have seen a wondrous sight—flag bunting of half a dozen colors draped on the furniture and stretched out on the floors, as Neal and Gladys Dodge went about the business of cutting, sewing, stencilling.

In this laborious handwork—a colorful and dedicated labor of love—they were assisted by a squad of Rainbow Girls, chosen for their desire to help and their deftness with needle and thread.

Ten new sets of flags have thus been created during recent weeks—ten sets of seven. You will see them flying jauntily at various points around town this week-end.

Dancing On the Green

THEY CALL THEMSELVES the Valley of the Moon Swingers. But other people think of them as folk dancers, for what they do are the folk dances of many nations.

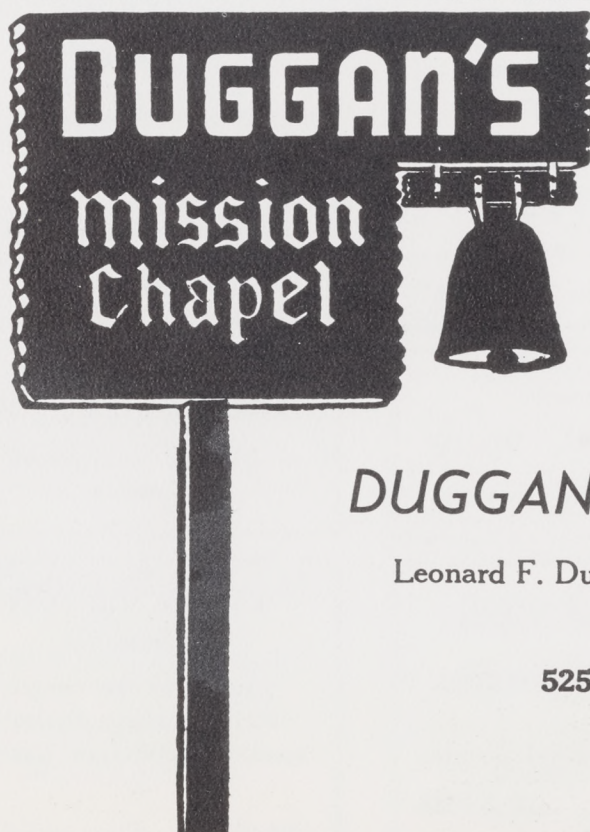
This group of colorfully costumed enthusiasts, supported by guest exhibitionists from San Francisco and other communities, put on a Sunday afternoon program in the Plaza, and a Sunday evening program in the Veterans' Memorial Building.

Both of these programs are free to the public. The first runs most of the afternoon, with time out for the children's parade. The evening program begins at 7 and continues until everyone is worn out.

Some idea of the variety offered may be had by a quick look at this year's program numbers. They will include folk dancing of the following types and national origins:

English-Canadian, Portuguese, Macedonian, Mexican, Scandinavian, Swiss, Italian, Scottish, German, Spanish, Russian, Greek, Swedish, Israelian, Austrian, Czechoslovakian, Rumanian, Polish-American, Estonian, Bavarian, Slovenian, Yugoslavian, Ukrainian, and—yes, straight American.

So if you want to see talented folk dancers, and at the same time learn to tell the difference between Slovenian and Slovakian dancing, tune in at the northwest corner of the Plaza Sunday afternoon or at the Veterans' Memorial Sunday evening.



Compliments

DUGGAN'S MISSION CHAPEL

Leonard F. Duggan

Letitia Duggan Welch

525 W. Napa Street, Sonoma

WE 8-4773

Community Chorus

You can walk today into Adobe Drug, across from the Sonoma Plaza, and get something for what ails you. A hundred and thirteen years ago, if your great granddad walked into the same buliding, he also got good medicine. Only then, it was something for the spirit rather than the flesh. Back in 1847 what they dispensed there was music.

At that time the building housed Sonoma's first theater—and it was there that Stevenson's regiment entertained the polyglot community composed of Spanish soldiers, Indians and Yankee settlers.

A reenactment of a performance as given a century or more ago is seen and heard in the afternoon musical treats presented in the Plaza amphitheater by the Sonoma Valley Community Chorus. The production is titled "Down Through the Years."

The Chorus, still exhilarated by last spring's smash production of "The Mikado," has Mrs. Evelyn Gregory as its president. Winifred Oberle is musical director. Mrs. Carrie Burlingame, charming pioneer daughter of a pioneer Sonoma Valley family, is the narrator.

Earle Wright, veteran producer (and an officer of the Vintage Festival), calls this year's show "a compilation of those unshakable melodies that America has whistled and hummed down through the years."

It includes such favorites as "Oh Susannah," "Alice Blue Gown," and "Beautiful Dreamer." From there it proceeds to the barroom ballads of the Gay Nineties, and winds up with show numbers of relatively recent genre. "Oklahoma," for instance.

Each number will be colorfully costumed and staged, with a quick scene-changing technique that may well suggest a new twist to Broadway itself.

The Sonoma Valley Community Chorus has been together since it first appeared in the Vintage Festival a decade or so ago. It is one of the most vital musical groups in this part of the State.

Members of the chorus are:

Evelyn Ashworth, Ilona Bellack, Evelyn Berger, Margaret Bihn, Ruth Clifford, Peggy Dunbar, Evelyn Gregory, Ruth Harris, Carolyn Kline, Betty Meller, Barbara Moore, Peggy Ray, Barbara Smart, Myra Tyler, Dorothy Wassenaar, Ruby Wurzbach; William Ackerly, George Angove, Ernest Ashworth, William Bihn, Lawrence Dunbar, Sandy Dwight, James MacDonald, Col. I. I. Moser, Oden Romwall, and Roland Webb.

—G. F.

Parade the Best Ever

What at one time may have been a parade of children, by children and for children will be seen this Sunday afternoon as a parade of children, by children and for everybody.

If the TV and newsreel cameras aren't on hand to catch this one they will have missed a real goodie, for under the general chairmanship of Mrs. Clark Taylor assisted by Harrison Churchill, there will be more amusing and delightful features this year than within the memory of man.

Louis Pellandini, acting for the Native Sons, will direct the formation of the parade and keep it on the road. Frank Pensar will head the board of judges to award prizes in all categories, and the Kiwanians will occupy their traditional role in providing treats for all participants.

"Old Sonoma" is the parade theme. If advance expectations are realized there will be a whole brigade of decorated bicycles and tricycles (calling for special prizes to the daring young riders); there will be kiddies solemnly attired as hardy pioneers, Indians, scouts, frontiersmen, explorers, conquistadores, and even kids representing heavily mustached politicians of yesteryear.

Rumor has it that there may even be a squad of little girls portraying dance hall types of the old West. All this in addition to floats, horses, carriages, and marching groups. Everything in the parade, including even the jeeps and compacts, will be decorated to fit the theme.

Hand Crafts Exhibit

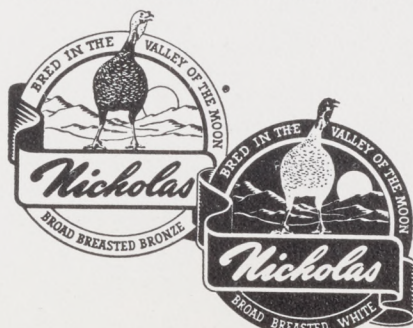
The hand crafts exhibit, which is again one of the Festival's attractions, may easily be spotted by the big sign across from the southeast corner of the Plaza.

With the assistance of Mrs. Helen Clary and others, Mrs. Joseph Del Secco has assembled an interesting and diversified showing of crafts, some of which will be seen "in action."

Someone may be weaving a sarape, for instance. Or molding a ceramic bowl. Or designing an ash tray. Or painting a picture.

It all adds up to a demonstration of creative effort by people of the Valley of the Moon and neighboring communities.

Greetings From
The
**GLEN ELLEN
WINERY**



Compliments
of
**Robert
De Bruycker**



Balcony at "The Barracks"



Mrs. Neal Dodge, Who
'Made the Seven Flags'



You'll See Them in
the Pageant



From "Pictures of the Past"

Rebekah Tearoom & Bazaar
I.O.O.F. Hall, Broadway
Open During Vintage Festival
Sandwiches, Cake & Coffee
Fancywork, Crafts & Food Sale

BEAR FLAG TEA ROOM
Barracks Bldg. - On the Plaza
38 Spain Street, Sonoma
WE 8-2175

The Old Pitcher
Antiques

Mrs. Weller

408 1st Street East
Sonoma, California

Compliments
The
Daily Review

Boyes Springs
Webster 8-4701

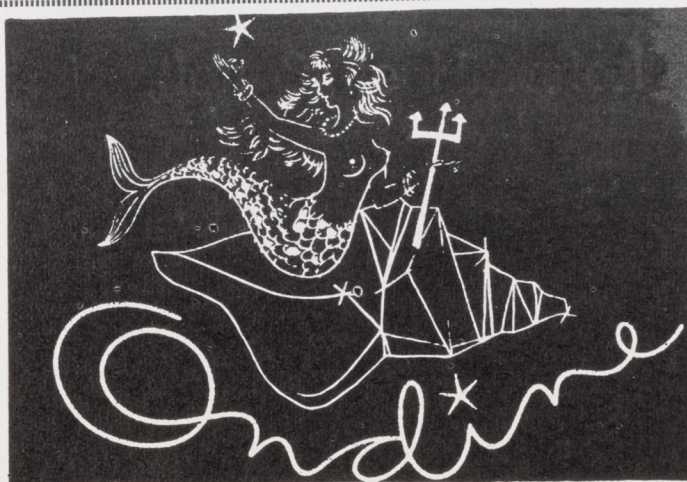
Beaulieu Vineyard

ESTATE BOTTLED NAPA VALLEY WINES

RUTHERFORD, NAPA COUNTY, CALIFORNIA

**Superb
Cuisine**

SAUSALITO



**Spectacular
View**

CALIFORNIA



Sonoma Valley Folk Dancers



A scene From '55

**Drop in on the
Green Tree
Nursery**

El Verano

See our fine choice of plants
and complete line
of garden supplies

Congratulations to
the Vintage Festival

From

Joan McGrath

Candidate for Supervisor
From the First District

Compliments
**The Sonoma
Index-Tribune**

Webster 8-5548

ITALIAN SWISS COLONY

Asti, Sonoma County

4 miles south of Cloverdale on U.S. 101

Cordially Invites You to Sample

ITALIAN SWISS COLONY WINES

Traditional Since 1881

Visit Our Hospitality Room

Open every day, 8 a.m. to 6 p.m.

Winery Tour Conducted Frequently Throughout the Day

The Hazards of Life

Putting on a celebration like the Vintage Festival is not accomplished without its problems (if one may be permitted a slight understatement). As an example, when the board of directors decided to present performances of the Mission Pageant on Friday and Saturday evenings instead of Saturday and Sunday evenings as heretofore, it did not occur to anyone that competition might rear its ugly head from the high school division of athletics.

But such, unhappily, was to prove the case. Having reached—and even passed—the point of no return, the directors were startled to learn that a high school football game had already been scheduled for Friday evening. Football schedules being what they are, this diversionary event also had proceeded beyond the point of no return.

Well, you may ask, what's the matter with competition? We're for it, aren't we? Sure we are. But this was different. Several members of the Mission Pageant cast just happened also to be on the high school football squad.

And absenteeism from a job on the football field is frowned upon in places that count. Besides, what red-blooded youngster would trade the chance to get himself banged up on the field of honor for the dubious privilege of dancing or singing in a safe and sane old pageant?

So what to do? Switch the Friday performance back to Sunday? It was a temptation, but sober reflection counseled otherwise. Mrs. Albert Ricci, in command of the dancing groups, resolutely turned her attention to the finding and recruiting of replacements

for the Friday performance. And she made it, as resolute ladies always do.

Now, if you want to see the result of this resourceful handling of the problem, you may do so by attending both performances. On Friday evening a team of substitute dancers will be in the lineup, while on Saturday evening the regulars will take their accustomed places. If they're still able to get around, that is.

The Cover and Maps

The cover for this program is the work of Col. E. G. Morie Morrison. Likewise the double-truck map of historic Sonoma, to be found on pages 14 and 15, and the Valley of the Moon map on page 27.

These maps are commended to your attention because they are lucid, informative, and, like the cover, of superior creative quality.

Morie, a retired colonel of the Air Force, and his wife Virginia, both graduates of Stanford, live high up in the Mission Highlands, where he polishes his golf clubs, wields a skillful drawing pen, and produces good copy on his typewriter.

During and since his service as a Chronicle and syndicated cartoonist, he has written and illustrated five books on sports subjects, some of which have been translated into Spanish and Japanese, and at least one has been re-published in England.

In the war he ranked high in public relations echelons, made a thousand speeches—more or less—in "selling" the Air Force, and prepared training manuals.

One might not guess it, but what Morie majored in down "on the Farm" was—engineering.



SINCE 1879

Just as the Valley of the Moon Vintage Festival has a historical heritage, we have a heritage of distinguished funeral service that has extended over 81 years.

FUNERAL DIRECTORS
BATES, EVANS & FEHRENSEN

691 BROADWAY, SONOMA, CALIFORNIA • PHONE WEBSTER 8-2686



Saturday Night Dancing

Two dances are on the program for Saturday evening, La Fiesta Dance for adults and Teenage Dance for "the little people."

The big folks will dance from 9 to 1 at Eagles Hall, with music by Rod McCauley's orchestra from Oakland. The committee is composed of Mr. and Mrs. Barney Doyle, Mr. and Mrs. Hy Fink, Mrs. Helen Stevenson, Dennis Ferreira, with Mrs. Mabel Roettger in charge of decorations.

At 11 o'clock there will be a tango exhibition directed by Lucy Ricci, with costumes designed by Mrs. Sherman Walker and Mrs. Jack Faraone. The teams of tango dancers are: Gloria Faraone and Dennis Ricci; Paulette Lourdeaux and Ed Cabaud; Janice Bacigalupi and Mike Del Ponte; Beth and Rick Neitzel; Jacquie Chevalier and Bob Faraone; Fay Schuerman and Dale Ricci; Gloria Wrobel and William Hoeft; Paulette Vatuone and Bill Shephard; Ella Walker and Sherman Walker, Jr.

The Teenage Dance, from 8:30 to 12:30, will be in the Veterans' Memorial Building, with music by "The Temporaries," composed of Ken Skavland, leader and trumpeteer; Mike Del Ponte, guitarist and vocalist; Jack Siles, saxophone, and Joe Sweden on the drums.

The committee in charge of this event is made up of Ted Walker, chairman; Mr. and Mrs. Oliver Del Ponte, and Mr. and Mrs. Orvald Skavland.



A Vintage Ball of Yesteryear
Mrs. John Weiss, E. D. Coblentz

Visit the beautiful 103-year-old wine cellars of
Count Agoston Haraszthy at historic
BUENA VISTA VINEYARDS

Old Winery Road

Sonoma

Telephone WEBster 8-2424

Golf at Beautiful
SONOMA GOLF AND COUNTRY CLUB
During Vintage Festival
SWIMMING — PICNIC GROUNDS

17700 Arnold Drive

Boyes Hot Springs

41 De Luxe Rooms
Pool -- TV -- Phones

**EL PUEBLO
MOTEL**

Mr. and Mrs. Raymond Bradbury

Phone WE 8-5587
Highway 12, Sonoma, Calif.

WEbster 8-5561

- Free Nursery
- Billiards
- Ping Pong

Valley Bowl

The Family Fun Center

19310 Sonoma Highway
Sonoma, California

- 16 Brunswick Automatic Lanes

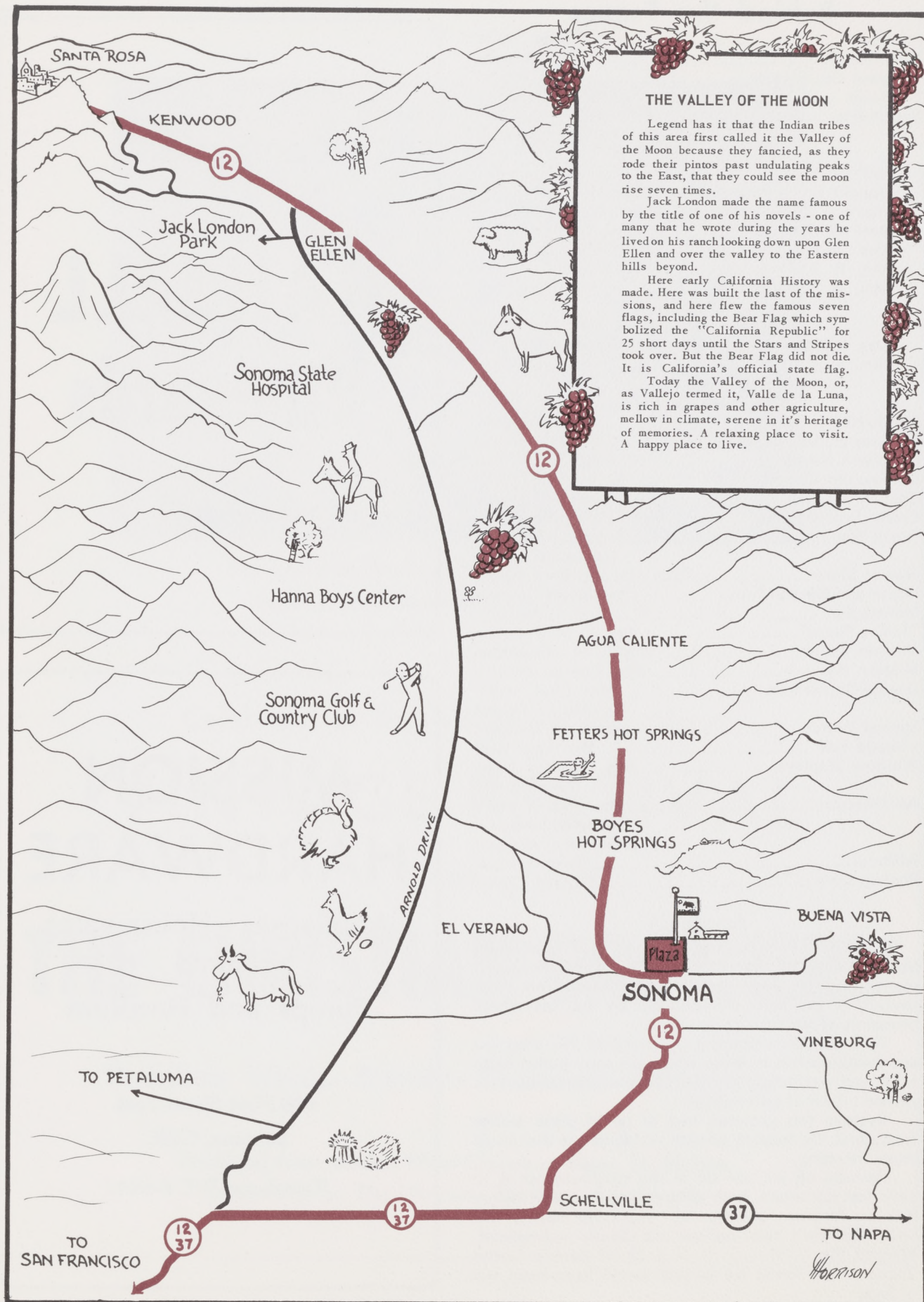


Fine Furniture -- Carpets -- Draperies
COMPLETE DECORATING SERVICE

SHERMAN'S of SONOMA

Four Corners, Sonoma

WE 8-5223



THE VALLEY OF THE MOON

Legend has it that the Indian tribes of this area first called it the Valley of the Moon because they fancied, as they rode their pintos past undulating peaks to the East, that they could see the moon rise seven times.

Jack London made the name famous by the title of one of his novels - one of many that he wrote during the years he lived on his ranch looking down upon Glen Ellen and over the valley to the Eastern hills beyond.

Here early California History was made. Here was built the last of the missions, and here flew the famous seven flags, including the Bear Flag which symbolized the "California Republic" for 25 short days until the Stars and Stripes took over. But the Bear Flag did not die. It is California's official state flag.

Today the Valley of the Moon, or, as Vallejo termed it, Valle de la Luna, is rich in grapes and other agriculture, mellow in climate, serene in its heritage of memories. A relaxing place to visit. A happy place to live.



The Christian Brothers' Novitiate and Vineyards
in the verdant foothills of the Napa Valley

« »

Celebrate at the Valley of the Moon

VINTAGE FESTIVAL

with

THE CHRISTIAN BROTHERS'

Premium Wines – Brandy – Vermouth – Champagne

Produced from Choice Wine Grapes at Napa, St. Helena
and Reedley by The Christian Brothers of California

135 Years Ago

IN THE YEAR 1825, when John Quincy Adams was President of the 24 United States, when Abraham Lincoln was a gangling kid of 16, when the discovery of gold in California was still nearly a quarter of a century away — padres at the new Mission in Sonoma planted grape cuttings obtained from Father Junipero Serra's vineyard in far off San Diego.

The vines that took root from these cuttings produced sacramental wines for this last and most northerly of Serra's chain of California missions.

Part of this vineyard, constantly developed and enriched and renewed, today produces superior wine grapes for the Sebastiani Winery, as it has done for the past forty-six years.

This vineyard now — on September 24, 1960 — becomes State Historical Landmark No. 739 — attested by the State of California to have been the very first vineyard in Sonoma Valley.

We are proud of the distinction conferred upon us by the California Division of Beaches and Park. We are still prouder that our wines, nurtured and ripened in the rich soil and warm sun of Sonoma Valley, continue to enjoy the approval of our own fellow citizens and of our customers everywhere.

AN INVITATION: Do visit us while you are in the Valley of the Moon for the Vintage Festival. See our shiny new plaque. And drop in to the tasting room for a sip. We will be open from 9 to 5 Saturday and Sunday, September 24 and 25.



WINES

by Sebastiani

Winery at 388 - 4th St. East, Sonoma